

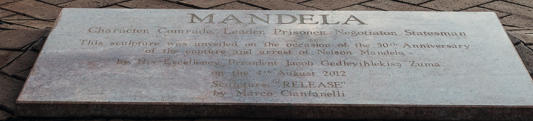


SOUTH AFRICAN TOURISM

SAT Tender 190/21

Global Tourism Advocacy Programme

COMPULSORY BRIEFING SESSION
16 July 2021



1. Introduction
2. Tender Information
3. Evaluation Process
4. Background and Scope of Work
5. Questions and Answers (Q & A)

TENDER INFORMATION

MANDELA
Character: Courageous, Logical, Diplomatic, Statesman.
This sculpture was unveiled on the occasion of the 30th Anniversary
of the capture and arrest of Nelson Mandela
by Apartheid forces, President Jacob Zuma, Graham Mbofane
on the 12th August 2012.
Sculpture: "RELEASE"
by: Marco Chandaelli



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2.TENDER INFORMATION

- SAT 190/21 Global Tourism Advocacy Programme
- Advertised on 09 July 2021
- Compulsory Briefing session on 16 July 2021 at 09:00 - 10:00
- Tender Closing Date - 02 August 2021 at 12h00
- Submission of proposals must be done on the e-procurement portal using the following link: <https://e-procurement.southafrica.net>
- Any proposals not submitted on the e-procurement portal will not be considered for this tender
- All questions should be sent to Raymond Mabuela (raymond@southafrica.net), no later than 19 July 2021 and all responses will be published by the 26 July 2021 on the following links:
<https://www.southafrica.net/gl/en/corporate/page/tenders>; and
<https://e-procurement.southafrica.net>

- Bidders are required to be registered on the Central Supplier Database and the National Treasury shall verify the bidder's tax compliance status through the Central Supplier Database
- Where Consortia / Joint Ventures / Sub-contractors are involved, each party must be registered on the Central Supplier Database and their tax compliance status will be verified through the Central Supplier Database
- Bidder(s) must be compliant when submitting a proposal to South African Tourism and remain compliant for the entire contract term with all applicable tax legislation, including but not limited to the Income Tax Act, 1962 (Act No. 58 of 1962) and Value Added Tax Act, 1991 (Act No. 89 of 1991).

- It is a condition of this bid that the tax matters of the successful bidder be in order, or that satisfactory arrangements have been made with South African Revenue Service (SARS) to meet the bidder's tax obligations.
- The Tax Compliance status requirements are also applicable to foreign bidders / individuals who wish to submit bids.
- It is a requirement that bidders grant a written confirmation when submitting this bid that SARS may on an ongoing basis during the tenure of the contract disclose the bidder's tax compliance status and by submitting this bid such confirmation is deemed to have been granted.
- Bidders who are not registered on CSD can do so on <https://secure.csd.gov.za/>

EVALUATION PROCESS

MANDELA
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4. EVALUATION PROCESS

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the value scale/matrix as stipulated on RFP document.

4. EVALUATION PROCESS

<p>Phase 1</p> <p>Pre-qualification Criteria</p>	<p>Phase 2</p> <p>Technical Evaluation Criteria</p>	<p>Phase 3</p> <p>Pitch Presentation Functional Criteria</p>	<p>Phase 4</p> <p>Price and B-BBEE Evaluation</p>
<p>Bidders to submit all documents as outlined under Phase Bidders that do not meet subcontracting requirements are considered as being not acceptable tenders and will be disqualified and may not be considered for further evaluation or award.</p>	<p>Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 3. The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out. Bidders are required to reference page numbers in Bid Proposals next to Phase</p>	<p>Only bidder(s) who pre-qualifies during Phase 2 of the bid evaluation process will be allowed to participate during phase 3 of the tender process.</p>	<p>The tender will be evaluated on either the 80/20 or 90/10 preference point system. Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation. Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used and If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.</p>

PHASE 1:PRE-QUALIFICATION CRITERIA

- As a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999, SA Tourism fully conforms and supports transformation initiatives embedded in the Preferential Procurement Regulations, 2017 issued in terms of section 5 of the Preferential Procurement Policy Framework Act, Act Number 5 of 2000 (PPPFA) when procuring goods or services from suppliers
- SA Tourism has therefore elected, to implement a prequalifying bid criteria that will see participation of Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprise (QSE) which are 51% owned by either of the following: Blacks; Black Youth; Black Women; Black people with disabilities; Black people living in rural or underdeveloped areas or townships; cooperatives owned by Black people; Black people who are Military Veterans
- A tender that fails to meet these requirements for Subcontracting stipulated will be disqualified for further evaluation.

Phase 1: PRE-QUALIFICATION CRITERIA:

Document that must be submitted	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin (<i>South African Companies only</i>)
B - BBEE Certificate 1		B-BBEE Certificate (South African Companies) or, for companies that have less than R10 million turnover, a sworn affidavit or is required. A copy of the template for this affidavit is available on the Department of Trade and Industry website https://www.thedti.gov.za/gazette/Affidavit_EME.pdf (<i>Failure to submit sworn affidavit will result in non-compliance on preference points system</i>) (<i>South African Companies only</i>)
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure B-Registration on Central Supplier Database (CSD)		All agencies including proposed partner/subcontractor agencies must be registered as a service provider on National Treasury's Central Supplier Database (CSD). If you are not registered proceed to complete the registration of your company prior to submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number. Submit proof of registration. (<i>South African Companies only</i>)

Phase 1: PRE-QUALIFICATION CRITERIA:

Document that must be submitted	YES/NO	Non-submission may result in disqualification?
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied pro forma document
Annexure D-Preferential Procurement SBD 6.1		Complete and sign the supplied pro forma document
Annexure F-Declaration of Bidder's Past Supply Chain Management Practices - SBD 8		Complete and sign the supplied pro forma document
Annexure G-Certificate of Independent Bid Determination - SBD 9		Complete and sign the supplied pro forma document
Proof of 30% minimum subcontracting in terms of Preferential Procurement Regulations, 2017		Declaration by the main bidder listing the names of the sub-contractor(s), the percentage subcontracted, and the marketing discipline the sub-contractor will be involved in. A tender that fails to meet the requirement for Subcontracting stipulated under will be disqualified for further evaluation
Proof of consortium agreement if applicable.		Written undertaking of consortium commitment between main bidder and partner(s)/subcontractor(s). (This must be signed by both parties)

Phase 2:Functional Evaluation



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Deliverables / Performance Indicators	Weight
<p>1. Credentials in exhibitions Management, Sales Management, Buyer Management, activations, Communication, branding and collateral production and media strategy and buying.</p> <ul style="list-style-type: none">• Provide portfolio of evidence with clear examples of all work relating to the above scope of work. (Evidence must not be older than 36 months)• Letters of reference from contactable clients who have benefitted from these services. (Letters of reference must not be older than 12 months)• Provide examples of how you work or have worked with other service providers e.g. subcontractors and partners	15

Evaluation criteria for each agency for the Global Tourism Advocacy Program	Weighting
<p>2. Unlocking Barriers</p> <p>Conduct a detailed analysis of travel barriers that exist in key source markets, and provide recommendations and tactics on how to address/remove each of these barriers. Proposed execution timelines to be included.</p> <p>Your recommendations must address barriers in:</p> <ul style="list-style-type: none"> - Leisure tourism (demand side) - Business travel (demand side) - Quality Assurance from South African Product Owners (supply side) - COVID-19 (infection rates, recovery rate, death rate, vaccine roll-out, 'SA variant', efficacy of vaccines against variants) - Health care system (efficacy and accessibility of world class healthcare) - Safety and Security - Airlift (direct airlift into and out of South Africa) - Airport environment (the safety of this environment) - Mobility (getting around within the destination) - Repatriation (COVID-19 testing for tourists) 	35.
<p>Ease of Access</p> <p>Also look into other barriers, not limited to the above.</p>	

PHASE 2: FUNCTIONAL EVALUATION

<p>2. Create an authentic Brand story to address perceptions and to generate exponential demand/growth</p> <p>Create a Brand PR strategy that builds positive brand affinity for South Africa amongst travel trade, business events organisers, leisure, travellers and business delegates planning trips in the short and the long term.</p> <p>Showcase strategic direction on elements (building blocks) that would contribute to a clear authentic South African brand story/narrative that inspires travelers and business events delegates to discover the real South Africa.</p> <p>Your proposed strategy must address each stage of the consumer and buyer's journey.</p>	35
<p>3. Reputation Management: Managing Crises and Issues</p> <ul style="list-style-type: none">- Create a crisis and issues communications escalation framework and response mechanism- Showcase your agencies reputation management capability using two (2) possible tourism related scenarios (negative and positive) for both leisure tourism and business events and travelMonitoring and reporting tools and capability	20

PHASE 2: FUNCTIONAL EVALUATION

4. Ways of working, Credentials and Examples

International footprint

- Demonstrate international footprint and presence of international partnerships which will assist in the execution of this programme
- Demonstrate interagency collaboration

Agency team:

- Explanation of agency's global capability, particularly in the key source markets.
- Explanation of current agency capacity including a full agency organogram.
- Global agency team that will work on the business if awarded including skill levels and years of experience.

Credentials and examples of experience and global capability in integrated marketing and communications.

- Provide clear examples of all work relating to the above scope of work and case studies highlighting all elements, particularly.
- Examples must include work done in the tourism sector, if applicable.

Letters of reference from clients who have benefitted from these services. (Letters of reference must be no older than 12 months).

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PHASE 3: PITCH PRESENTATION

A more concise formal brief/scope of work will be developed and shared with only those short-listed agencies who qualified during phase 2 of the tender.

This phase will culminate in a formal presentation to a bid evaluation panel who will evaluate functionality, comparative price and B-BBEE level of contribution of all agency pitches.

The bid evaluation criteria and minimum threshold for functionality will be shared at the with short-listed bidders.

PHASE 4: PRICE & B-BBEE EVALUATION

Only Bidders that who meets the minimum threshold of **70%** on technical and the pitch presentation will be evaluated in Phase 4 for price and BBBEE level of contribution.

The total points for price evaluation (out of 80/90) and the total points for BBBEE evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status level of contributor after the consolidation of points will normally be considered as the preferred bidder who South African Tourism will enter into further negotiations with for the respective marketing discipline that was tendered for.

BACKGROUND AND SCOPE OF WORK

MANDELA
Character: Courageous, Logical, Diplomatic, Statesman.
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on the 12th August 2012.
Sculpture: "RELEASE"
by: Marco Chiodanelli



SOUTH AFRICAN TOURISM

(Q & A)





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THANK YOU



MANDELA
Charismatic, Courageous, Visionary, Diplomatic, Statesman
This sculpture was unveiled on the occasion of the 30th Anniversary
of the capture and arrest of Nelson Mandela
by the apartheid President Jacobus G. van der Westhuizen
on the 4th August 2012
Sculpture: "RELEASE"
by Mircea Chiriacu